



Charity Partners & Associates Application

Please complete this application and return it to: charity@aimghana.com (Submit button)

Application deadline is 1 August 2019

Charity's/NGO's Name: _____

City _____ State _____ Country _____

Primary Contact's Name: _____

Phone Number(s): _____

Email Address: _____

Charity's/NGO's Website Address: _____

Brief description of Charity's/NGO's Mission Statement and objectives:

Number of Employees: _____ Members: _____ Volunteers: _____

How many volunteers can you provide for Race Day support? _____

Provide an overview of the benefits the partnership will bring to you and the Accra International Marathon:

List literature and/or give-aways you will be distributing _____

For each event category, indicate how many participants you will be registering:

Category	Adults (Qty)	Youths (Qty)
Marathon		N/A
Half Marathon		
10K		
5K		
Team Relay		

► Please email your **high-resolution** logo (vector graphic preferred) and photos to help us promote your organization. Deadline: 1 August 2019.

Date

Authorized Name

Authorized Signature

For more information call 027 780 2378 or 026 243 8348 email: charity@aimghana.com

AIM Challenge for Charity™ benefiting our Charity Partners

AIM: to raise funds as well as awareness for reputable but under-resourced local charities

Charity Partner (CP) Rewards

- We will match the first GHS5,000 for funds raised through the AIM platform.
- Inclusion in selected print and electronic ads and interviews
- Inclusion in selected event flyers
- Linked logo with brief appeal for funds statement from event website
- Appeal for funds from our audiences
- We incentivize Champions to raise funds by awarding:
 - Collages featuring event action photos of the organization's members and guests for:
 - » Charity Champion **Fastest Relay Team** must raise funds totaling at least GHS5,000
 - » Charity Champion **Most Funds Raised** must raise funds totaling at least GHS7,500

In addition,

- Deluxe hampers for:
 - » Members of fastest Charity Champion relay team that raises at least GHS7,500
 - » Members of Charity Champion relay team that raises at least GHS10,000
- All the other rewards provided for Charity Associates [see below]

Charity Partner Requirements

Note: Failure to meet your obligations may result in forfeiture of a portion of the matching funds.

- Register at least one relay team plus two individuals; Champions can do this on behalf of their chosen CP
- Pay Charity Partnership fee of GHS1,500
- Provide at least three adult volunteers (at least one must have access to a vehicle on AIM Day) to take charge of assigned duties
- Support and cheer on Charity Champions in diverse ways
- Publicize CP's participation to CP's own audiences

Charity Champions' Rewards

- The kind of goodwill and benevolent publicity that money alone can't buy
- Fundraising support from the AIM management team
- Collages and/or hampers for winning (Fastest or Most Funds Raised) Champions—See above for terms and conditions

Charity Champion Requirements

- Register at least one relay team
- Raise funds for the selected Charity Partner(s)

Charity Associates (CA) Rewards

- CA's logo and a link to your website on our website's [Charity Partners & Associates page](#);
- Exhibition space at in-person registration/race packet distribution and Finish Line venues;
- Personalized race bibs, CA and participant names (up to 20 characters; 14 September deadline)
- Discounts off the registration fees:
 - ✓ 30% discount for half- and full marathon
 - ✓ 50% discount for relay

Charity Associates Requirements

- Pay Charity Associate fee of GHS100
- Register at least two participants in any category
- Provide at least one adult volunteer

Disclosure: *Please note that only 6% of all funds raised goes towards reasonable program administration and no more than 14% goes towards fundraising expenses.*